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UNITED STATES DEPARTMENT OF  
**COMMERCE**  
**NEWS**

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WASHINGTON, D.C. 20230

NATIONAL  
OCEANIC AND  
ATMOSPHERIC  
ADMINISTRATION

## **MEDIA ADVISORY**

June 8, 2001

Contact: Curtis Carey  
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**NOAA and PGA Tours' Rocco Mediate Spotlight Leading Weather Killer –  
Lightning**  
**Tuesday, June 19, 2001**  
**2:00 p.m.**

Buick Classic Golf Tournament  
Westchester Country Club  
Harrison, N.Y.

The National Oceanic and Atmospheric Administration's (NOAA) National Weather Service (NWS) and PGA TOUR professional Rocco Mediate will unveil a nationwide public awareness campaign about the dangers of lightning at a press conference during the Buick Classic golf tournament.

The campaign features a television public service announcement starring Mediate, posters on lightning safety, and a national lightning safety Web page.

**BACKGROUND INFORMATION:** On average, lightning strikes in America kill 73 people a year, more than tornadoes or hurricanes. Further information is found on the new lightning awareness Web site: <http://www.lightningsafety.noaa.gov>.

**INTERVIEWS:** Scott B. Gudes, NOAA's acting administrator  
Rocco Mediate, PGA TOUR professional golfer  
Dr. May Ann Cooper, expert on lightning victim recovery  
Michael Utley, lightning strike survivor

**NOTE TO MEDIA:** The PSA and B-roll footage of lightning will be available in Beta-SP format at the press conference.